



NOTICE OF SOLICITATION

SERIAL 00131-RFP

REQUEST FOR PROPOSALS: **LOGO/SYMBOL DEVELOPMENT FOR MARICOPA COUNTY**

Notice is hereby given that sealed proposals will be received by the Materials Management Department, Materials Management Center, 320 West Lincoln Street, Phoenix, Arizona 85003-2494, until 2:00 P.M./M.S.T on **SEPTEMBER 1, 2000** for the furnishing of the following for Maricopa County.

All proposals must be signed, sealed and addressed to the Materials Management Department, Materials Management Center, 320 West Lincoln Street, Phoenix, Arizona 85003-2494, and marked, "**SERIAL 00131-RFP, REQUEST FOR PROPOSALS FOR LOGO/SYMBOL DEVELOPMENT FOR MARICOPA COUNTY.**"

The Maricopa County Procurement Code ("The Code") governs this procurement and is incorporated by this reference. Any protests concerning this request for proposals must be filed with the Procurement Officer in accordance with Section MC1-905 of the Code.

PROPOSAL ENVELOPES WITH INSUFFICIENT POSTAGE WILL NOT
BE ACCEPTED BY THE MARICOPA COUNTY MATERIALS
MANAGEMENT CENTER

INQUIRIES:

STEVE DAHLE
PROCUREMENT OFFICER
TELEPHONE: (602) 506-3450

NOTE: MARICOPA COUNTY PUBLISHES ITS SOLICITATIONS ONLINE AND ARE AVAILABLE FOR VIEWING AND/OR DOWNLOAD AT THE FOLLOWING INTERNET ADDRESS:

<http://www.maricopa.gov/materials/advbd/bidinfo.asp>

TABLE OF CONTENTS

NOTICE

TABLE OF CONTENTS

NO RESPONSE DOCUMENT

SECTION:

- 1.0 INTENT
- 2.0 TECHNICAL SPECIFICATIONS
- 3.0 SPECIAL TERMS & CONDITIONS
- 4.0 CONTRACT TERMS & CONDITIONS
- 5.0 ADMINISTRATIVE INFORMATION/SPECIAL INSTRUCTIONS

ATTACHMENTS:

ATTACHMENT A – PRICING

ATTACHMENT B – AGREEMENT PAGE

ATTACHMENT C – REFERENCES

ATTACHMENT D – VENDOR INFORMATION

EXHIBITS:

(As Applicable)

NO RESPONSE

Vendors not responding to this proposal are asked to complete this document and return it to Maricopa County Materials Management Department, 320 West Lincoln Street, Phoenix, Arizona 85003-2494.

MARK OUTSIDE ENVELOPE "SERIAL 000131-RFP"

Responses must be received **BY 2:00 P.M., SEPTEMBER 1, 2000** Vendors failing to submit a proposal, or this document may be subject to removal from the Maricopa County Materials Management Vendor List.

SERIAL 00131P-RFP: **TITLE: LOGO/SYMBOL DEVELOPMENT FOR MARICOPA COUNTY**

=====

PROPOSER NAME: _____

ADDRESS: _____

PHONE: _____ CONTACT: _____

REASON FOR NO PROPOSAL:

___ Insufficient Time

___ Do not handle product/service

___ Other: _____

REQUEST FOR PROPOSAL FOR: LOGO/SYMBOL DEVELOPMENT FOR MARICOPA COUNTY

1.0 INTENT:

It is the intent of this Request For Proposal to select a vendor to develop a County logo and to develop a graphic standards manual for all graphics utilized in Maricopa County government.

The successful proposer must be able to start work on the logo design by NOVEMBER 1, 2000, and complete that portion of the project by JANUARY 1, 2001. Work on the graphic standards manual should be completed by FEBRUARY 15, 2001.

2.0 TECHNICAL SPECIFICATIONS:

- 2.1 This award shall be made to the responsible proposer whose proposal is determined to be the most advantageous to the County based on the evaluation factors set forth in this RFP. Price, although a consideration will not be the sole determining factor.
- 2.2 Any person, firm, corporation, or association submitting a proposal shall be deemed to have read and understood all the terms, conditions, and requirements in this RFP.
- 2.3 There will be two (2) phases to this RFP.
Phase 1: Submittal of three preliminary logos designed by the proposer.
Phase 2: If selected by the evaluation committee, create a final logo (with employee input) AND create a standards graphics manual.
- 2.4 Phase 1, Logo/Symbol Specifications, Minimum:
 - 2.4.1 The logo must meet at a minimum the following criteria:
 - (a) Represent the essential character of the County as one of the fastest growing counties in the U.S.
 - (b) Unite all areas of County government under one powerful and sophisticated image.
 - (c) Intended to graphically identify the County and its organizational elements in a uniform and communicative way.
 - (d) Intended to enhance the County's image and to immediately identify Maricopa County.
 - (e) Suitable for a wide range of identification, promotion, and advertising purposes.
 - (f) Suitable for internal County audiences as well as the general public.
 - (g) Lend itself to clear reproduction at both small and large scales.
 - (h) To be used as the common graphic element placed above the names of County organizational elements.
 - (i) Shall stand alone on publication covers, signage, and other County graphics as a tasteful visual element.
 - (j) Easily reproduced in color and black & white.
 - (k) The signature shall be made up of two components, the Maricopa County logo/symbol, and the Maricopa County logo type. Typography shall be part of the design suggestions of the proposer.
 - 2.4.2 All proposers interested in this RFP must submit three (3) preliminary suggested logo designs. These designs will be judged by the evaluation logo committee. After scoring of the submitted designs, the successful proposer will then be commissioned to create a final design with input from the County employees.
 - 2.4.3 The successful proposer will ensure public acceptance of the new symbol by using focus groups (no more than 6), website polls, contests, etc.

- 2.4.4 After completion of the final logo, the proposer shall present up to 10 oral presentations to the Board of Supervisors and appropriate County committees.
- 2.4.5 The County will own all rights to the LOGO design and use. The vendor shall not use the LOGO without the prior written approval of the Maricopa County Board of Supervisors.

2.5 Phase 2, Graphic Standards Manual:

- 2.5.1 The graphic standards manual shall be utilized for the purpose of establishing County-wide graphic standards for the following, but not limited to:

stationery	executive letterhead
letterhead	small letterhead
printed forms	memorandums
business cards	note pads
signage (interior/exterior)	informational folders
road signs	program logos
vehicles	envelopes
uniforms	licenses
promotional	buildings
- 2.5.2 The binder for the manual must be pre-approved by the evaluation committee.
- 2.5.3 The vendor should research the County departments and determine what is to be placed into the standards manual. Departmental contact information will be provided to the vendor.
- 2.5.4 The County graphic standards manual will be at a minimum equal to that utilized by the City of Phoenix. The City of Phoenix's Graphic Standards Manual. is available for review at the reception desk, Maricopa County Facilities Management Department, 401 West Jefferson Street, Phoenix, Arizona 85003, from 8:00 am to 5:00 PM, Monday thru Friday. The manual may not be removed from the lobby.
- 2.5.5 The County reserves the right to purchase only the manual content and design, or may require the Contractor to have the manuals produced (See Attachment A, PRICING)

3.0 **SPECIAL TERMS & CONDITIONS:**

3.1 CONTRACT LENGTH:

This Request for Proposals is for awarding a firm fixed price contract to cover a ONE (1) year period.

3.2 INDEMNIFICATION AND INSURANCE

3.2.1 INDEMNIFICATION

To the fullest extent permitted by law, the **CONTRACTOR** shall defend, indemnify, and hold harmless the **COUNTY**, its agents, representatives, officers, directors, officials, and employees from and against all claims, damages, losses and expenses, including but not limited to attorney fees, court costs, expert witness fees, and the cost of appellate proceedings, relating to, arising out of, or alleged to have resulted from the acts, errors, omissions or mistakes relating to the performance of this Contract. **CONTRACTOR'S** duty to defend, indemnify and hold harmless the **COUNTY**, its agents, representatives, officers, directors, officials, and employees shall arise in connection with any claim, damage, loss or expense that is attributable to bodily injury, sickness, disease, death, or injury to, impairment, or destruction of property, including loss of use resulting therefrom, caused by any acts, errors, omissions or mistakes in the performance of this Contract including any person for whose acts, errors, omissions or mistakes, the **CONTRACTOR** may be legally liable.

The amount and type of insurance coverage requirements set forth herein will in no way be construed as limiting the scope of the indemnity in this paragraph.

Abrogation of Arizona Revised Statutes Section 34-226:

In the event that A.R.S. § 34-226 shall be repealed or held unconstitutional or otherwise invalid by a court of competent jurisdiction, then to the fullest extent permitted by law, the **CONTRACTOR** shall defend, indemnify and hold harmless the **COUNTY**, its agents, representatives, officers, directors, officials and employees from and against all claims, damages, losses and expenses (including but not limited to attorney fees, court costs, and the cost of appellate proceedings), relating to, arising out of, or resulting from **CONTRACTOR'S** work or services. **CONTRACTOR'S** duty to defend, indemnify and hold harmless, the **COUNTY**, its agents, representatives, officers, directors, officials and employees shall arise in connection with any claim, damage, loss or expense that is attributable to bodily injury, sickness, disease, death, injury to, impairment or destruction of property including loss of use resulting therefrom, caused in whole or in part by any act or omission of the **CONTRACTOR**, anyone **CONTRACTOR** directly or indirectly employs or anyone for whose acts **CONTRACTOR** may be liable, regardless of whether it is caused in part by a party indemnified hereunder, including the **COUNTY**.

The amount and type of insurance coverage requirements set forth below will in no way be construed as limiting the scope of the indemnity in this paragraph.

The scope of this indemnification does not extend to the sole negligence of the **COUNTY**.

3.3 INSURANCE REQUIREMENTS

CONTRACTOR, at **CONTRACTOR'S** own expense, shall purchase and maintain the herein stipulated minimum insurance with companies duly licensed, possessing a current A.M. Best, Inc. Rating of B++6, or approved unlicensed companies in the State of Arizona with policies and forms satisfactory to the **COUNTY**.

All insurance required herein shall be maintained in full force and effect until all work or service required to be performed under the terms of the Contract is satisfactorily completed and formally accepted. Failure to do so may, at the sole discretion of the **COUNTY**, constitute a material breach of this Contract.

The **CONTRACTOR'S** insurance shall be primary insurance as respects the **COUNTY**, and any insurance or self-insurance maintained by the **COUNTY** shall not contribute to it.

Any failure to comply with the claim reporting provisions of the insurance policies or any breach of an insurance policy warranty shall not affect coverage afforded under the insurance policies to protect the **COUNTY**.

The insurance policies may provide coverage which contains deductibles or self-insured retentions. Such deductible and/or self-insured retentions shall not be applicable with respect to the coverage provided to the **COUNTY** under such policies. The **CONTRACTOR** shall be solely responsible for the deductible and/or self-insured retention and the **COUNTY**, at its option, may require the **CONTRACTOR** to secure payment of such deductibles or self-insured retentions by a surety bond or an irrevocable and unconditional letter of credit.

The **COUNTY** reserves the right to request and to receive, within 10 working days, certified copies of any or all of the herein required insurance policies and/or endorsements. The **COUNTY** shall not be obligated, however, to review such policies and/or endorsements or to advise **CONTRACTOR** of any deficiencies in such policies and endorsements, and such receipt shall not relieve **CONTRACTOR**

from, or be deemed a waiver of the **COUNTY'S** right to insist on strict fulfillment of **CONTRACTOR'S** obligations under this Contract.

The insurance policies required by this Contract, except Workers' Compensation, shall name the **COUNTY**, its agents, representatives, officers, directors, officials and employees as Additional Insureds.

The policies required hereunder, except Workers' Compensation, shall contain a waiver of transfer of rights of recovery (subrogation) against the **COUNTY**, its agents, representatives, officers, directors, officials and employees for any claims arising out of **CONTRACTOR'S** work or service.

- 3.3.1 Commercial General Liability. **CONTRACTOR** shall maintain Commercial General Liability insurance with a limit of not less than \$1,000,000 for each occurrence with a \$2,000,000 Products/Completed Operations Aggregate and a \$2,000,000 General Aggregate Limit. The policy shall include coverage for bodily injury, broad form property damage, personal injury, products and completed operations and blanket contractual coverage including, but not limited to, the liability assumed under the indemnification provisions of this Contract which coverage will be at least as broad as Insurance Service Office, Inc. Policy Form CG 00 01 10 93 or any replacements thereof.

The policy shall contain a severability of interest provision, and shall not contain a sunset provision or commutation clause, or any provision which would serve to limit third party action over claims.

The Commercial General Liability additional insured endorsement shall be at least as broad as the Insurance Service Office, Inc.'s Additional Insured, Form CG 20 10 11 85, and shall include coverage for **CONTRACTOR'S** operations and products and completed operations.

If the **CONTRACTOR** subcontracts any part of the work, services or operations awarded to the **CONTRACTOR**, he shall purchase and maintain, at all times during prosecution of the work, services or operations under this Contract, an Owner's and Contractor's Protective Liability insurance policy for bodily injury and property damage, including death, which may arise in the prosecution of the **CONTRACTOR'S** work, service or operations under this Contract. Coverage shall be on an occurrence basis with a limit not less than \$1,000,000 per occurrence, and the policy shall be issued by the same insurance company that issues the **CONTRACTOR'S** Commercial General Liability insurance.

- 3.3.2 Automobile Liability. **CONTRACTOR** shall maintain Automobile Liability insurance with an individual single limit for bodily injury and property damage of no less than \$1,000,000, each occurrence, with respect to **CONTRACTOR'S** vehicles (whether owned, hired, non-owned), assigned to or used in the performance of this Contract.
- 3.3.3 Workers' Compensation. The **CONTRACTOR** shall carry Workers' Compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of **CONTRACTOR'S** employees engaged in the performance of the work or services, as well as Employer's Liability insurance of not less than \$1,000,000 for each accident, \$1,000,000 disease for each employee, and \$1,000,000 disease policy limit.

In case any work is subcontracted, the **CONTRACTOR** will require the Subcontractor to provide Workers' Compensation and Employer's Liability insurance to at least the same extent as required of the **CONTRACTOR**.

3.4 CERTIFICATES OF INSURANCE

Prior to commencing work or services under this Contract, **CONTRACTOR** shall furnish the **COUNTY** with Certificates of Insurance, or formal endorsements as required by the Contract, issued by

CONTRACTOR'S insurer(s), as evidence that policies providing the required coverages, conditions and limits required by this Contract are in full force and effect. Such certificates shall identify this contract number and title.

In the event any insurance policy(ies) required by this contract is(are) written on a "claims made" basis, coverage shall extend for two years past completion and acceptance of the **CONTRACTOR'S** work or services and as evidenced by annual Certificates of Insurance.

If a policy does expire during the life of the Contract, a renewal certificate must be sent to the **COUNTY** fifteen (15) days prior to the expiration date.

3.5 CANCELLATION AND EXPIRATION NOTICE:

Insurance required herein shall not expire, be canceled, or materially changed without thirty (30) days prior written notice to the **COUNTY**.

3.6 TERMS AND PAYMENT:

Payment under contract will be made in the manner provided by law. Invoices shall be prepared and submitted in accordance with the instructions provided on the Purchase Order. Invoices shall contain the following information: Purchase Order number, item numbers, description of supplies and or/services, sizes, quantities, unit prices and extended totals and applicable sales/use tax. The County is not subject to excise tax.

4.0 CONTRACT TERMS & CONDITIONS:

4.1 DEFAULT:

The County may suspend, terminate, or modify this contract immediately upon written notice to the Contractor in the event of a nonperformance of stated objectives or other material breach of contractual obligations; or upon the happening of any event which would jeopardize the ability of the Contractor to perform any of its contractual obligations. Maricopa County reserves the right to have service provided by other than the Contractor if the Contractor is unable or fails to provide requested service within the specified time frame.

4.2 ORGANIZATION - EMPLOYMENT DISCLAIMER:

The Contract is not intended to constitute, create, give rise to or otherwise recognize a joint venture agreement or relationship, partnership or formal business organization of any kind, and the rights and obligations of the parties shall be only those expressly set forth in the Contract.

The parties agree that no persons supplied by the Contractor(s) in the performance of obligations under the agreement are considered to be County employees, and that no rights of County civil service, retirement or personnel rules accrue to such persons. The Contractor(s) shall have total responsibility for all salaries, wages, bonuses, retirement withholdings, workmen's compensation, other employee benefits and all taxes and premiums appurtenant thereto concerning such persons, and shall save and hold the County harmless with respect thereto.

4.3 ADDITIONS/DELETIONS OF SERVICE:

The County reserves the right to add and/or delete services to this Contract. Should a service requirement be deleted, payment to the Contractor will be reduced proportionally, to the amount of service reduced in accordance with the PROPOSAL price. Should additional services be required from this Contract, prices for such additions will be negotiated between the Contractor and the County.

4.4 ASSIGNMENT OR SUBCONTRACTING:

Neither this Agreement, nor any portion thereof, may be assigned by Contractor without the written consent of the County first having been obtained. Any attempt by the Contractor to assign or subcontract any performance of this Contract without the written consent of the County shall be null and void and shall constitute a breach of this Contract.

4.5 AMENDMENTS:

All amendments to this Contract must be in writing and signed by both parties.

4.6 CONFORMATION WITH THE LAW:

This service shall be accomplished in conformity with the laws, ordinances, rules, regulations and zoning restrictions of the United States of America, the State of Arizona, County of Maricopa, and the City of Phoenix.

4.7 RIGHTS IN DATA:

The County shall have the use of data and reports resulting from this Contract without additional cost or other restriction except as may be established by law or applicable regulation. Each party shall supply to the other party, upon request, any available information that is relevant to this Contract and to the performance hereunder.

4.8 SECURITY AND PRIVACY:

The Contractor agrees that none of its officers or employees shall use or reveal any research or statistical information furnished by any person and identifiable to any specific private person for any purpose other than the purpose for which it was obtained. Copies of such information shall not, without the consent of the person furnishing such information, be admitted as evidence or used for any purpose in any action, suit, or other judicial or administrative proceedings, unless ordered by a court of competent jurisdiction. The County shall be notified immediately upon receipt of any such order of court, pertaining to production of such information.

The Contractor shall incorporate the foregoing provisions of this paragraph in all of its authorized Subcontracts.

4.9 CONTRACTOR RESPONSIBILITY:

The Contractor will be responsible for any damages whatsoever to County property as applicable when such property is the responsibility or in the custody of the Contractor, his Employees or Subcontractors.

Contractor agrees that all Subcontractors performing work under this Contract shall comply with its provisions and it is expressly understood that all persons employed by the Contractor, either directly or indirectly, shall be considered employees of the Contractor, and not employees of Maricopa County.

Contractor acknowledges and agrees that it is liable and responsible for any act or omission by the Contractor, its employees, agents, officers, representatives, and subcontractors occurring in the course of Contractor's performance of this Contract, whether such act or omission occurs on County property or elsewhere. Contractor shall be liable for any loss or damage arising out of or related to Contractor's performance of this contract, Contractor shall bear the above stated liability, even in absence of its own negligence, unless County actions caused the loss or damage (i.e., if regulation, but damage occurs, Contractor is responsible for such damages.) Contractor shall bear the above stated liability, consequential, incidental, direct, and indirect damages, and shall be liable for all costs, including attorney's fees, incurred by the County to enforce this provision.

4.10 FAILURE TO PROVIDE SERVICES:

Maricopa County reserves the right to have service provided by other than the Contractor if the Contractor is unable or fails to provide requested service within the specified time frame.

4.11 CHANGES:

The County may require changes in the scope of the services to be performed by the Contractor hereunder. All such changes, which are mutually agreed upon by and between all the parties, shall be incorporated in written amendments to this Contract. All such amendments shall state any increase or decrease in the amount of the compensation due to the Contractor for the change in scope.

5.0 ADMINISTRATIVE INFORMATION:

5.1 INCORPORATION OF PROPOSAL INTO THE CONTRACT:

The contents of this proposal and the selected firm's response Best and Final offer and any negotiated changes are to be incorporated, in total, into the Contract.

5.2 SCHEDULE OF EVENTS:

Request for Proposals Issued: August 7, 2000

Deadline for submission of proposals, 2:00 P.M., MST on **September 1, 2000**. All proposals must be received before 2:00 P.M. on above date at Maricopa County Materials Management Department, 320 West Lincoln, Phoenix, Arizona 85003.

Proposed review of proposals: October 1, 2000

Proposed Proposer presentations: (TOP 3 RATED) October 7, 2000

Proposed selection and negotiation: October 10, 2000

Proposed Best & Final (if required): October 12, 2000

Proposed award of proposal: October 25, 2000

CONTRACTOR SHOULD BE ABLE TO START WORK BY NOVEMBER 1, 2000, AND COMPLETE PROJECT BY FEBRUARY 15, 2001.

5.3 INQUIRIES:

All inquiries concerning information contained herein shall be addressed to:
MARICOPA COUNTY
DEPARTMENT OF MATERIALS MANAGEMENT
ATTN: CONTRACT ADMINISTRATION
320 WEST LINCOLN
PHOENIX AZ 85003

Administrative telephone inquiries shall be addressed to:

STEVE DAHLE, SENIOR PROCUREMENT SPECIALIST II - (602) 506-3450

Technical Telephone inquiries shall be addressed to:

NORM HINTZ, FMD, (602) 506-8227

Inquiries may be submitted by telephone but must be followed up in writing. No oral communication is binding on Maricopa County.

5.4 PROCUREMENT AUTHORITY:

The Maricopa County Procurement Code ("The Code") governs this procurement and is incorporated by this reference. Any protests concerning this request for proposals must be filed with the Procurement Officer in accordance with Section MCI-905 of the Code.

5.5 CONFORMANCE TO THE MARICOPA COUNTY PROCUREMENT CODE:

If any Proposer believes that any aspect of this solicitation is inequitable or impracticable of performance, they will proceed in accordance with the Maricopa County Procurement Code, Section MC1-905, to secure an administrative determination on this point.

5.6 CERTIFICATION REGARDING DEBARMENT AND SUSPENSION:

By signing and submitting this proposal, the applicant, defined as the primary participant in accordance with 45 CFR Part 76, certifies to the best of its knowledge and belief that it and its principals:

- (a) are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal Department or agency;
- (b) have not within a 3-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) are not presently indicted or for otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1) (b) of this certification; and
- (d) have not within a 3-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

The applicant agrees that by submitting this proposal, it will include without modification the clause entitled "Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion – Lower Tier Covered Transactions," i.e., with subgrantees or contractors; in all lower tier covered transactions and in all solicitations for lower tier covered transactions in accordance with 45 CFR Part 76.

Should the applicant not be able to provide this certification, an explanation as to why should be placed after the assurances page in the application package.

5.7 REJECTION OF PROPOSALS:

Maricopa County reserves the right to reject any, and all, proposals received in response to this RFP as determined to be in the best interests of the County.

5.8 PROPOSER WITHDRAWAL:

If, at any time prior to the opening of this proposal a Proposer decides to withdraw its proposal, that Proposer shall give written notice to the Materials Management Director, 320 West Lincoln, Phoenix, Arizona 85003.

5.9 CHANGE ORDERS:

Maricopa County may institute changes or modifications to the Scope of Work and will notify all participants by an addendum to this Request for Proposal.

5.10 INCURRING COSTS:

Maricopa County is not responsible for any costs incurred in preparing this proposal, including the acquisition of supplies and/or personnel until a Contract is awarded by the Maricopa County Board of Supervisors.

5.11 PUBLIC RECORD:

All information submitted relating to this Bid, except for proprietary information, shall become part of the public record, in accordance with the Maricopa County Procurement Code, Section MC1-405.

5.12 PROPRIETARY INFORMATION:

Proprietary information submitted by a Proposer for this proposal shall remain confidential as permitted by law or regulation.

5.13 REFERENCES:

Proposers must provide at least five (5) reference accounts to whom they have provided this service to. Included must be name of government or company, individual to contact, phone number and address. Preference in awarding this Contract may be given to Contractors furnishing government accounts similar in size to Maricopa County.

5.14 REGISTRATION:

Proposers are required to be registered with Maricopa County prior to receiving an award for any County Business. Failure to comply with this requirement may cause your proposal to be declared non-responsive. Registration Forms are available from the Department of Materials Management, 320 West Lincoln Street, Phoenix, Arizona 85003 or by calling (602) 506-3244.

5.15 INSTRUCTIONS FOR PREPARING AND SUBMITTING PROPOSALS:

Proposers are to provide one (1) original (labeled) four (4) copies of their proposal. **Proposers are to address proposals identified with serial number, title and return address to Maricopa County, Department of Materials Management, Serial 00131-RFP, 320 West Lincoln, Phoenix, Arizona 85003.** Proposals must be signed by a corporate official who has been authorized to make such commitments. Instructions to Proposers, Paragraph 1, is modified to read: All prices shall be held firm for a period of one hundred twenty (120) days after the RFP closing date.

5.16 GENERAL CONTENT:

The Proposal submitted should be specific and complete in every detail. It should be practical and should be prepared simply and economically, providing a straight forward, concise delineation of capabilities to satisfactorily perform the Contract being sought.

The Proposer should not necessarily limit the proposal to the performance of the services in accordance with this document but should outline any additional services and their costs if the Proposer deems them necessary to accomplish the program.

5.17 FORMAT AND CONTENT:

To aid in the evaluation, it is desired that all proposals follow the same general format. The proposals are to be submitted in binders and have sections tabbed as below: **PROPOSALS ARE NOT TO EXCEED 50 PAGES.**

5.17.1 Letter of Transmittal

5.17.2 Table of Contents

5.17.3 Short introduction and summary - This section shall contain an outline of the general approach utilized in the proposal AND A SUBMISSION OF 3 DRAFT DESIGNS.

5.17.4 Proposal - Your proposal should contain a statement of all the programs and services proposed including conclusions and generalized recommendations. Proposals should be all inclusive detailing your best offer. Proposals should spell out the firms and the project staffs qualifications. Additional related services should be incorporated into the proposal if applicable.

5.17.5 Personal Qualifications - Support personnel, as applicable, shall be listed including a description of assignments and responsibilities, a resume of professional experience and an estimate of the time each would devote to this program, and other pertinent information.

5.17.6 3 DRAFT SUGGESTED DESIGNS

5.17.7 Pricing (Attachment A)

5.17.8 Agreement (Attachment B)

5.17.9 References (Attachment C)

5.17.10 Vendor Information (Attachment D)

5.18 GENERAL EVALUATION:

The following guidelines will be used in analyzing and evaluating this Proposal. Although price will be a factor in Proposal evaluation, it is specifically a consideration of secondary importance to the needs identified in the Proposal. The County reserves the right to accept other than the lowest price Proposal.

Proposals will be evaluated by a committee composed of various Maricopa County personnel. Requests for presentations or clarification of portions of the Proposals may be considered. A summary evaluation will be prepared by this committee with an objective ranking of the Proposals.

5.19 AWARD OF CONTRACT:

Contracts awarded pursuant to the provisions of this section will not be solely on price, but will include and be limited to evaluation criteria listed in the Proposal. The Contract will be awarded to a qualified firm at compensation determined to be fair and reasonable considering budgetary limitations, scope, complexity and the nature of services.

5.20 EVALUATION OF PROPOSAL: SELECTION FACTORS

A Proposal Analysis Committee shall be appointed, chaired by the Materials Management Department to evaluate each Proposal and prepare a scoring of each Proposal to the responses as solicited in the original request:

5.20.1 FIRMS proven skills and technical competence.

5.20.2 3 SUGGESTED SUBMITTED DESIGNS.

5.20.3 Credentials of management project staff.

5.20.4 Quality and completeness of Proposal.

5.20.5 Cost of goods, services.

5.20.6 References

NOTE: PROPOSERS ARE REQUIRED TO USE ATTACHED FORMS TO SUBMIT THEIR PRICING

ATTACHMENT A

PRICING

SERIAL 000131-RFP, S073908

PRICING SHEET

BIDDER NAME: _____

F.I.D./VENDOR #: _____

BIDDER ADDRESS: _____

P.O. ADDRESS: _____

BIDDER PHONE #: _____

BIDDER FAX #: _____

COMPANY WEB SITE: _____

COMPANY CONTACT (REP): _____

E-MAIL ADDRESS (REP): _____

PAYMENT TERMS: _____% _____ DAYS, OR _____

PRICING:

ITEM DESCRIPTION	UNIT PRICE
DEVELOPMENT OF COUNTY LOGO INCLUDES ALL SERVICES AND PRESENTATIONS 6.2	\$ _____
DEVELOPMENT OF STANDARDS MANUAL	\$ _____
Manual content and design, purchase the rights of.Content only, purchahse rights of 6.3	
PRODUCUTION OF MANUALS 1-100	\$ _____ EACH
100-500	\$ _____ EACH
500 PLUS 6.4	\$ _____ EACH
HOURLY LABOR RATE FOR ANY ADDITIONAL WORK OUTSIDE SCOPE OF WORK.	\$ _____ PER/HOUR

ATTACHMENT B

AGREEMENT

The Proposers hereby certify that they have read, understand, and agree that acceptance by Maricopa County of the Proposer's offer by the issuance of a purchase order or contract will create a binding contract. Further, they agree to fully comply with all terms and conditions as set forth in the Maricopa County Procurement Code, and amendments thereto, together with the specifications and other documentary forms herewith made a part of this specific procurement.

=====

MINORITY BUSINESS/SMALL BUSINESS (check appropriate item):

- _____ Disadvantaged Business Enterprise (DBE)
- _____ Women Business Enterprise (WBE)
- _____ Minority Business Enterprise (MBE)
- _____ Small Business Enterprise (SBE)

=====

FIRM SUBMITTING PROPOSAL

FEDERAL TAX ID NUMBER

PRINTED NAME AND TITLE

AUTHORIZED SIGNATURE

ADDRESS

TELEPHONE FAX #

CITY STATE ZIP CODE

DATE

MARICOPA COUNTY, ARIZONA

E-MAIL ADDRESS:_____

BY: _____
DIRECTOR, MATERIALS MANAGEMENT

DATE

BY: _____
CHAIRMAN, BOARD OF SUPERVISORS

DATE

ATTESTED

CLERK OF THE BOARD

DATE

APPROVED AS TO FORM

MARICOPA COUNTY ATTORNEY

DATE

ATTACHMENT C

PROPOSER REFERENCES

FIRM SUBMITTING PROPOSAL: _____

1.

COMPANY NAME:

ADDRESS:

CONTACT PERSON:

TELEPHONE: ()
2.

COMPANY NAME:

ADDRESS:

CONTACT PERSON:

TELEPHONE: ()
3.

COMPANY NAME:

ADDRESS:

CONTACT PERSON:

TELEPHONE: ()
4.

COMPANY NAME:

ADDRESS:

CONTACT PERSON:

TELEPHONE: ()
5.

COMPANY NAME:

ADDRESS:

CONTACT PERSON:

TELEPHONE: ()